

## **Appendix I: Glossary of Terms**

**Activity:** A program approach that is intended to achieve a short-term or intermediate outcome.

**Activity Work plan:** The set of activities selected for implementation in your contract service area.

**ACS:** American Cancer Society

**ALAW:** American Lung Association of Washington

**At risk parents:** Parents who may have one or more characteristics associated with negative behaviors (i.e. mental health issues, substance abuse, domestic violence issues...)

**Benchmark:** A specific level of accomplishment, or expected/planned reach, that is predicted for an activity. For example, 'the statewide Quit Line should serve 1.5% of all adult tobacco users in Washington', or 'our local public awareness effort should reach 50 at-risk parents this year'.

**Best practices:** Activities that have been proven to achieve outcomes.

**CDC:** Centers for Disease Control and Prevention. A federal government public health agency, within the Department of Health and Human Services, that coordinates grants to states for tobacco control.

**Community opinion leader:** Individuals who are in positions of influence, such local and state elected officials, leaders in prominent community agencies or organizations.

**Complementary activities:** Multiple activities that are done as a set in order to support each other and achieve a common outcome. An example is doing public education around youth access and retailer compliance checks, which both contribute to reducing availability of tobacco for youth.

**DASA (Division of Alcohol & Substance Abuse, Department of Social & Health Services [DSHS]):** DASA programs are focused on alcohol and drug prevention and intervention – including some overlap with tobacco. There are regional DASA coordinators throughout Washington State. Your contract manager can connect you with your local DASA-funded counterpart, if necessary.

**Disparities:** A group that has been “under-served” by tobacco control programs and perhaps “over-targeted” by the tobacco industry. In other words, these groups bear more than their share of the burden of the harms of tobacco use. Disparities are often considered in terms of race/ethnic/sexual minority groups, but can also be considered in other terms such as “young adults” or “extremely rural communities”.

**DOH:** The Washington State Department of Health. A Washington State government agency.

**ESD:** Educational Service District. Public schools in Washington are each assigned to one of nine regions, and for each region an ESD cooperative is in place to coordinate centralized

functions (particularly beneficial to smaller districts) such as providing substitutes, and implementing prevention and intervention programs for youth.

**Event:** The implementation of an activity. For example, the training of peer educators, or the teaching of a class.

**Goals:** The three goals of the statewide, comprehensive tobacco prevention and control program are (1) to reduce tobacco use and exposure among youth; (2) to reduce tobacco use and exposure among adults; and (3) to reduce smoking and SHS exposure among pregnant women.

**Impacts (Tobacco Program Impacts):** The very long-range health improvements that will be the result of our statewide comprehensive tobacco prevention and control program.

**Implementation Work plan:** Once an activity work plan is complete, contractors should create an implementation work plan. In other words, after figuring out what needs to be done, identify how it will get done. DOH does not require submission of this implementation plan, but your contract manager may want to discuss the contents of it with you.

**Key Partner:** A contributing organization or individual. For example, a grocery that donates snacks, a stakeholder who contributes staff time, a youth who contributes volunteer time, to plan or implement an activity.

**LCB (Liquor Control Board):** The Washington State Liquor Control Board has regulatory authority over tobacco and alcohol sales by retailers. Officers of the LCB often accompany local community staff who conduct compliance checks.

**Multi-cultural population:** A subpopulation defined by their race, ethnicity, linguistic or sexual orientation. Including, but not limited to, American Indian/Alaskan Native, African American, Hispanic/Latino, Asian Pacific Islander, Sexual Minorities.

**Goals (Tobacco Program Goals):** Four key program approaches to reduce tobacco use: prevent initiation of tobacco use; promote quitting among adults and youth, eliminate exposure to environmental tobacco smoke; and increase local capacity for tobacco control.

**OCD (Office of Community Development):** OCD (formerly CTED – Community Trade & Economic Development) sponsors community mobilization programs in all 39 Washington counties. The mission of these groups is to provide the necessary coordination to bring community stakeholders together to develop strategies that counter substance abuse and violence. Your contract manager can connect you with your local OCD-funded counterpart if necessary.

**OSPI:** Office of the Superintendent of Public Instruction. Oversees K-12 education in Washington State.

**Outcomes:** Indicators of success -- the change in an individual or population behavior or attitude as a result of program implementation. Also described as measures of “what happened because of what you did”. Outcomes can be short-term (usually related to activities), intermediate (usually related to goals), or long-term (usually related to goals).

**Outputs:** Indicators that demonstrate an event is complete within your activity work plan. Also described as measures of “what did you do”. For example, the number of youth who attended an activity, or the number of smoke-free restaurant guides distributed. Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

**Promising approach:** A specific method to complete an activity, that takes into account the characteristics of the environment and audience for the activity, and is justifiably thought to achieve outcomes. For example, the characteristics of ‘promising approaches’ for public awareness/education about school policies will look different in a large, geographically dense school district vs. a small, rural district.

**Secondhand Smoke (SHS):** Smoke from someone else’s cigarette, pipe, cigar, or other smoking tobacco product. Also known as “environmental tobacco smoke (ETS)”.

**SDFS:** Safe & Drug-Free Schools – federally-funded prevention and intervention programs conducted through Washington State public schools.

**SHSCAP:** Secondhand Smoke Community Assessment Project

**Stakeholders:** Individuals or groups who will be impacted in some way by an activity or program.

**Strategies (Tobacco Program Strategies):** Activities are implemented by the Washington State Tobacco Prevention and Control Program within six key deployment areas, or using six strategies – school-based programs; community-based programs (including Tribal communities); public awareness and education (statewide); cessation (statewide); youth access (statewide); and assessment/evaluation.

**Sub-population:** Members of the general population who can be separated out based on a shared characteristic.

**Target audience:** The specific group for whom a behavior or attitudinal change is desired.

**TATU:** Teens Against Tobacco Use. A peer education curriculum originally developed by the American Lung Association, American Cancer Society, and the American Heart Association. High school youth are trained to develop and deliver anti-tobacco messages to younger youth through classroom presentations or activities.

**TPC Program:** The Washington State Department of Health’s Tobacco Prevention & Control Program

**TPRC:** Tobacco Prevention Resource Center [www.tobaccoprc.org](http://www.tobaccoprc.org) - Tel: (206) 447-1755

**Vulnerable youth:** Youth who may not currently be engaging in a problem behavior, such as tobacco use, but who have characteristics that may lead to future use or other at risk behaviors.